



**Arctic Thunder 2014  
July 26 and 27  
Joint Base Elmendorf Richardson**

Historically, Arctic Thunder is the largest event in Alaska bringing over 225,000 people during a two day period to Joint Base Elmendorf-Richardson (JBER). Attendees include active duty military, retirees, Department of Defense civilians, and their family members, as well as Alaskans from as far away as Fairbanks and the Kenai Peninsula.

This two day event showcases the accomplishments and heritage of the US Military and supporting civilian personnel with aerial/static displays, exhibits and special demonstrations. This year the Thunderbirds will be our main event.

Your company, whether large or small, can take this opportunity to support the local JBER Military Community and market your products or services during this event.

We have several special activities during Arctic Thunder your company can help sponsor. We need sponsorship dollars to bring Civilian Air Acts to Alaska. In addition, we are looking for sponsors to help with our Kids Zone activities provided with your sponsorship dollars. Some of these children activities include face painting, balloon twisters, tattoo and crazy hair, a magic show, bouncy houses and much more.

Sponsorship opportunities vary and can be tailor-made to fit your organization's needs and objectives. With current fiscal constraints, your support is pivotal to the continued success of Alaska's largest event, Arctic Thunder 2014.

Thank you for your support,

Barbara Knaak  
Commercial Sponsorship Coordinator



For more information contact:  
Barbara Knaak, Commercial Sponsorship Coordinator  
907-552-9249 or [barbara.knaak@us.af.mil](mailto:barbara.knaak@us.af.mil)



## **Commercial Sponsorship Opportunities at Arctic Thunder 2014**

*Joint Base Elmendorf-Richardson military community directly benefits from your investment to Arctic Thunder 2014. Last year, over 150 Quality of Life Programs were impacted by sponsorships. Thank you.*

**Exclusive Sponsorship Opportunities—contact Commercial Sponsorship Coordinator for details.**

### **\$50,000 investment (\$80,000 in-kind)**

- Recognition as sponsor of Arctic Thunder in the July issue of the Alaskan Adventurer
- Publicity as sponsor in Arctic Thunder program “Thank you to our Sponsors” ad
- Full Page ad inside the online version of the July Alaskan Adventurer (sponsor provided)
- Link to Sponsor’s website from the Alaskan Adventurer
- Ten (10) Public Address mentions each day
- Product display space on the Flight Line-sponsor provides own display and canopy 10’ x 60’ footprint (600 sq ft), 2 tables, 4 chairs, literature distro privileges
- Two (2) banners/signs displayed on Hangar 1 and 3 (up to 12’ x 3’) (sponsor provided)
- Two additional banners (sponsor provided) to hang on the fence at the gate entrances
- Thirty (30) preferred parking passes

### **\$20,000 investment (\$40,000 in-kind)**

- Recognition as sponsor of Arctic Thunder in the July issue of the Alaskan Adventurer
- Publicity as sponsor in Arctic Thunder program “Thank you to our Sponsors” ad
- Full Page ad inside the online version of the July Alaskan Adventurer (sponsor provided)
- Eight (8) Public Address mention each day
- Product display space on the Flight Line-sponsor provides own display and canopy 10’ x 30’ footprint (300 sq ft), 2 tables, 4 chairs, literature distro privileges
- Two (2) banners/signs displayed on Hangar 1 and 3 (up to 12’ x 3’) (sponsor provided)
- Twenty (20) preferred parking passes

### **\$15,000 investment (\$30,000 in-kind)**

- Recognition as sponsor of Arctic Thunder in the July issue of the Alaskan Adventurer
- Publicity as sponsor in Arctic Thunder program “Thank you to our Sponsors” ad
- Half page ad inside the online version of the July Alaskan Adventurer (sponsor provided)
- Six (6) Public Address mentions each day
- Product display space on the Flight Line-sponsor provides own display and canopy 10’ x 20’ footprint (200 sq ft), 1 table, 2 chairs, literature distro privileges
- Two (2) banners/signs displayed on Hangar 1 and 3 (up to 10’ x 3’) (sponsor provided)
- Twelve (12) preferred parking passes



#### **\$10,000 investment (\$20,000 in-kind)**

- Recognition as sponsor of Arctic Thunder in the July issue of the Alaskan Adventurer
- Publicity as sponsor in Arctic Thunder program "Thank you to our Sponsors" ad
- Half page ad inside the online version of the July Alaskan Adventurer (sponsor provided)
- Four (4) Public Address mentions each day
- Product display space on the Flight Line-sponsor provides own display and canopy 10' x 20' footprint (200 sq ft), 1 table, 2 chairs, literature distro privileges
- One (1) banners/signs displayed on Hangar 3 (up to 10' x 3') (sponsor provided)
- Eight (8) preferred parking passes

#### **\$5,000 investment (or \$10,000 in-kind)**

- Recognition as sponsor of Arctic Thunder in the July issue of the Alaskan Adventurer
- Publicity as sponsor in Arctic Thunder program "Thank you to our Sponsors" ad
- Two (2) Public Address mentions each day
- Product display space on the Flight Line-sponsor provides own display and canopy 10' x 10' footprint (100 sq ft), 1 table, 2 chairs, literature distro privileges One (1) banners/signs displayed on Hangar 3 (up to 10' x 3') (sponsor provided)
- Four (4) preferred parking passes

#### **\$1,500 investment (or \$3,000 in-kind)**

- Recognition as sponsor of Arctic Thunder in the July issue of the Alaskan Adventurer
- Product display space in Hangar 2 10' x 10' footprint (100 sq ft), 1 table, 2 chairs, literature distro privileges
- Two (2) preferred parking passes

Cash Investment	\$50,000	\$20,000	\$15,000	\$10,000	\$5,000	\$1,500
In-kind Investment	\$80,000	\$40,000	\$30,000	\$20,000	\$10,000	\$3,000
Booth Location	Flight Line	Flight Line	Flight Line	Flight Line	Flight Line	Hangar 2
Display Space Footage	10' x 60' (600 sq ft)	10' x 30' (300 sq ft)	10' x 20' 200 sq ft)	10' x 20' 200 sq ft)	10' x 10' 100 sq ft)	10' x 10' 100 sq ft)
Sponsor Signage	4	2	2	1	1	0
Ad in Alaskan Adventurer	Full Page	Full Page	Half Page	Half Page	-	-
Recognition on Website	✓	✓	✓	✓	✓	✓
Thank You letter from 673d Commander	✓	✓	✓	✓	✓	✓
Public Address Mentions	10	8	6	4	2	2
Preferred Parking Passes	30	20	12	8	4	2
Air Show Logo Use	✓	✓	✓	✓	✓	✓
Annual Renewal Option	✓	✓	✓	✓	✓	✓